

16. The software of claim **15**, further comprising:
a serial number manager configured to automatically store records associating recipients with serial numbers; and
a recipient determination engine configured to determine from a serial number determined by the unique message decoder and from associations managed by the serial number manager, a recipient identifier associated with a unique variation, wherein serial number manager and the recipient determination engine are software digitally encoded in a computer readable medium executable by a computing device, which causes the computing device to perform a set of actions for which the serial number manager and the recipient determination engine are configured.

17. The software of claim **14**, further comprising:
a user interface configured to permit a user to determine whether to create said unique variations that are associated with serial numbers created by the serial number generator.

18. The software of claim **17**, wherein said user interface is an interface of an email application.

19. The software of claim **17**, wherein said user interface automatically suggests a set of automatically determined synonyms for each of the words of the word set, wherein the synonyms included in the substitution sets are user approved ones of the suggested synonyms.

20. The software of claim **16**, further comprising:

a user interface configured to permit a user to determine whether to create said unique variations that are associated with serial numbers created by the serial number generator and further configured to permit a user to input a unique variation, which is processed by the unique message decoder and the recipient determination engine to determine a recipient to whom the unique variation is associated.

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